

Profile

Dr.CH.VARALAKSHMI



Designation	Assistant Professor
Department	MBA
Date of Birth	02-04-1992
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Education:

Details	Year	Institution	Percentage/Grade
UG	2012	B.V. Raju College	8.15
PG	2014	Vignan Deemed to be University	80.94
M.Phil.	-	-	-
Ph.D.	2023	Sri Padmavati Mahila Viswavidyalayam	

Experience:

Period	Designation	Institution / Organization
01-06-2016-till	Assistant Professor	Andhra Loyola College
10-08-2015 to 08-12-2015	Assistant Professor	Lingayas Institute of Management
23-06-2014 to 30-06-2014	Assistant Professor	Montessori Mahila Kalasala

Courses Taught:

Year	Title(s) of the Courses
2017-2018	<ul style="list-style-type: none">➤ Business, Government & Society➤ Investment & Commercial Banking➤ Training & Development➤ Global Finance➤ Entrepreneurship➤ Strategic HRM
2018-2019	<ul style="list-style-type: none">➤ Business, Government & Society➤ Legal Framework for Business➤ Investment & Commercial Banking

	<ul style="list-style-type: none"> ➤ Human Resource Planning ➤ Global Finance ➤ Financial Management
2019-2020	<ul style="list-style-type: none"> ➤ Business, Government & Society ➤ Investment& Commercial Banking ➤ Human Resource Planning ➤ Financial Derivatives ➤ Financial Management ➤ Strategic HRM
2020-2021	<ul style="list-style-type: none"> ➤ Business, Government & Society ➤ Investment& Commercial Banking ➤ Human Resource Planning ➤ Industrial Relations &Employment laws ➤ Financial Derivatives ➤ Human Resource Management ➤ Strategic HRM ➤ Human Resource Development ➤ Entrepreneurship
2021-2022	<ul style="list-style-type: none"> ➤ Business, Government & Society ➤ Legal Framework for Business ➤ Investment& Commercial Banking ➤ Industrial Relations &Employment laws ➤ Financial Derivatives ➤ Human Resource Management ➤ Strategic HRM
2022-2023	<ul style="list-style-type: none"> ➤ Business, Government & Society ➤ Investment& Commercial Banking ➤ Financial Institutions& Markets ➤ Financial Derivatives ➤ Human Resource Management ➤ Strategic HRM
<ul style="list-style-type: none"> • Research Profile: Completed Ph.D in Business Management from Sri Padmavati Mahila University, Tirupati in September, 2023 on “An Empirical Study on Customers Perception towards adoption of Fintechonology Products and Services with Reference to AP” 	
<p>Research Area: Technology Management (Fintechonology)</p>	

Topic: An Empirical Study on Customers Perception Towards Adoption of Fintech Products and Services with Reference To AP

Research Publications: < Provide Link>

- Published an article titled as “MEASUREMENT OF USERS ACCEPTANCE OF SELECTED FINANCIAL TECHNOLOGY PRODUCTS AND SERVICES” in International Journal of Professional Business Review in Vol 8. No.2(2023) with ISSN No 2525-3654 in the month of February, 2023
<https://doi.org/10.26668/businessreview/2023.v8i2.1530>
- Published an article on “AN EMPIRICAL STUDY ON EMPLOYEES WORK LIFE BALANCE WITH REFERENCE TO EDUCATIONAL INSTITUTIONS OF KRISHNA AND GUNTUR DISTRICTS” in International Journal of Food and Nutritional Sciences (IJFANS) in Volume 11 Issue 9, Date of Publication: December,2022
<https://ijfans.org/issue?volume=Volume%2011&issue=Issue%209&year=2022>
- Published an article on “ AN EMPIRICAL STUDY ON USERS PERCEPTION TOWARDS ADOPTION OF EWALLETS BY USING UTAUT MODEL WITH RERERENCE TO KRISHNA DISTRICT” in Design Engineering Journal for September 2021
<http://www.thedesignengineering.com/index.php/DE/article/view/4835>
- Published an article on “AN EMPIRICAL STUDY ON USERS PERCEPTION TOWARDS ADOPTION OF DIGITAL PAYMENT METHODS WITH REFERENCE TO VIJAYAWADA CITY, ANDHRA PRADESH” in the Kala Sarovar (UGC Care Group-1 Journal)
https://scholar.google.com/citations?view_op=view_citation&hl=en&user=4WgDfisAAAAJ&citation_for_view=4WgDfisAAAAJ:UeHWp8X0CEIC
- Published an article "COGNITIVE COMPUTATIONAL MODEL FOR EVALUATION OF FINTECH PRODUCTS AND SERVICES WITH RESPECT TO VIJAYAWADA CITY, AP" in the "International Journal Of Innovative Technology And Exploring Engineering" which is Scopus indexed in the month of AUGUST,2019
<https://www.ijitee.org/download/volume-8-issue-10/%20>
- Published an article on “INFLUENCE OF CONSUMER PROFILE OF ADOPTION OF FINTECH WITH REFERENCE TO VIJAYAWADA CITY”,AP in the Scopus indexed journal “ International Journal Of Recent Technology and Engineering ”in February,2019
<https://www.ijrte.org/download/volume-7-issue-5s4/>
- Published an article on “AN EMPIRICAL STUDY ON YOUTH PERCEPTION TOWARDS ENTREPRENEURSHIP WITH REFERENCE TO VIJAYAWADA CITY” in International journal of advanced research” in December,2018
<https://www.journalijar.com/track-your-article/>

<p>➤ Published an article on “IMPACT OF E-RECRUITMENT ON HUMAN RESOURCES PRACTICES.” in International journal of advanced research in April,2018</p> <p>https://www.journalijar.com/track-your-article/</p> <p>➤ Published article titled as” ROLE OF LOGISTICS IN E-COMMERCE” in International journal of advanced research” in October ,2017</p> <p>https://www.journalijar.com/track-your-article/</p> <p>➤ Published article on ”ROLE OF CORPORATE GOVERNANCE IN ORGANIZATIONS” in International journal of advanced research” in July , 2017</p> <p>https://www.journalijar.com/track-your-article/</p>
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Patents, if any : <Link>

Google Scholar	https://scholar.google.com/citations?hl=en&user=4WgDfisAAAAJ&view_op=list_works&gmla=AKKJWFerh4djKODLfxZW5rMicab1djFp33yxRn0IuuhZTJVjIz5CM7_40wAtU74CSPGa349u95HgJH0JWyyt52wa
SCOPUS ID:	https://www.scopus.com/authid/detail.uri?authorId=57210291345
ORCID ID:	https://orcid.org/my-orcid?orcid=0000-0002-9549-5485

Professional Development Activities – Participations
<Details of FDP / PDP / Seminars /Conferences etc.>

Year	Programme	Number
2017-2018 2018-2019	Attended an International Seminar on “HRM IN DIGITAL AGE” conducted by Acharya Nagarjuna University in March 2018	1
2019-2020		
2020-2021	<p>➤ Participated in 5-days online faculty development programme on “Innovative trends in Data Analysis with AI” organised by Malineni Lakshmaiah Women’s Engineering college, Guntur from 26th May, 2020 to 30th May, 2020</p> <p>➤ Participated in 2-days online faculty development programme on “Significance of online learning tools post Covid19” organised by</p>	3

	<p>Jagarlamudi Kuppaswamy Choudary college, Guntur on 15th and 16th June, 2020</p> <p>➤ Attended an online International conference on “Recent trends in Computer Science and Information Technology” and presented a paper on “An empirical study on users perception towards adoption of digital payment methods with reference to Vijayawada city,AP” conducted by St. Martins college of Engineering And Tech,Secundrabad” on 17th June,2020</p>	
2021-2022	<p>➤ Attended an international faculty development programme on “Block chain applications and use cases” organized by Adikavi Nannayya University from 26-07-2021 to 30-07-2021</p>	1
2022-2023	<p>Participated in 6- days Online Faculty Development Programme on Design, Develop and Deliver Online/Blended Learning Courses Organized by National Institute of Educational Planning and Administration (NIEPA) During May 1st to 6th, 2023 at NIEPA, New Delhi</p>	1